



PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#10B(NG)
Andt.
SDavis
10/24/03

In re Patent Application of:
Hohberger et al.

Serial No.: 10/001,364 ✓

Conf. No. 3268

Filed: October 25, 2001 ✓

For: METHOD AND APPARATUS FOR
ASSOCIATING ON DEMAND
CERTAIN SELECTED MEDIA AND
VALUE-ADDING ELEMENTS

Examiner: An H. Do

Art Unit: 2853

CERTIFICATE OF MAILING

I hereby certify that this paper is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, on this date.

8/1/2003
Date

Eric D. Cohen
Reg. No. 38,110

AMENDMENT AND REPLY PURSUANT TO 37 C.F.R. § 1.111

Mail Stop Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

RECEIVED
AUG 18 2003
GROUP 3600

INTRODUCTION

In reply to the Office Action mailed June 4, 2003, please amend the above-identified application as follows: